



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/648,599	08/25/2003	Bhavesh Mehta	50269-0558	4272

29989 7590 09/02/2004

HICKMAN PALERMO TRUONG & BECKER, LLP  
1600 WILLOW STREET  
SAN JOSE, CA 95125

EXAMINER

YOUNG, JOHN L

ART UNIT	PAPER NUMBER
----------	--------------

3622

DATE MAILED: 09/02/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

10/648,599

Applicant(s)

MEHTA ET AL

Examiner

John L Young

Art Unit

3622

MLW

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 13 August 2004.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-20 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

JOHN LEONARD YOUNG, ESQ.  
PRIMARY EXAMINER

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: \_\_\_\_\_

Art Unit: 3622

**SECOND NON-FINAL OFFICE ACTION REJECTION**

**( PAPER # 8/23/2004)**

**DRAWINGS**

1. This application has been filed with drawings that are considered informal; however, said drawings are acceptable for examination and publication purposes. The review process for drawings that are included with applications on filing has been modified in view of the new requirement to publish applications at eighteen months after the filing date of applications, or any priority date claimed under 35 U.S.C. §§119, 120, 121, or 365.

**STATUS**

2. Claims 1-20 are pending.

**ABSTRACT OBJECTION**

3. **Rejection Withdrawn.**

**CLAIM REJECTIONS — 35 U.S.C. §103( a )**

The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

Art Unit: 3622

4. Claims 1-20 are rejected under 35 U.S.C. §103( a ) as being obvious over Donian US 2004/0003398 (1/1/2004) [US f/d: 6/26/2003] (herein referred to as "Donian").

As per independent claim 1, Donian (the ABSTRACT; FIG. 1; FIG. 6A; FIG. 7A; FIG. 7B; and FIG. 11C) discloses: *"A system and method for displaying digital media files with compulsory advertisement files. . . ."*

Donian (¶¶[0010]; [0052]) discloses: *"the practice of mixing licensed content with advertisements and other paid announcements in a pre-configured time sequence. . . ."*

Donian (¶¶[0010]; [0043]; [0052]; [0155]; [0143]; [0147]; [0148]; [0269]; the ABSTRACT; FIG. 1; FIG. 6A; FIG. 7A; FIG. 7B; and FIG. 11C; and the whole document) implicitly shows "A method for determining which advertisements to include with electronic content delivered to users over a network, the method comprising the steps of: storing sequence information that indicates a sequence for a plurality of advertisements, wherein each of said plurality of advertisements is associated with corresponding delivery criteria; receiving a request to provide over said network a piece of electronic content that includes a slot for an advertisement; comparing slot attributes of said slot with deliver criteria of said advertisements to determine a subset of said plurality of advertisements which qualify for inclusion in said slot; and from said subset of advertisements, selecting an advertisement to include in the slot based, at least in part, on relative positions, within said sequence, of the advertisements in said subset."

Art Unit: 3622

Donian lacks explicit recitation of claim 1, even though Donian as cited above implicitly shows same.

It would have been obvious at the time the invention was made to a person having ordinary skill in the art that the disclosure of Donian (§§[0010]; [0043]; [0052]; [0155]; [0143]; [0147]; [0148]; [0269]; the ABSTRACT; FIG. 1; FIG. 6A; FIG. 7A; FIG. 7B; and FIG. 11C; and the whole document) implicitly shows all of the elements and limitations of claim 1; and it would have been obvious to modify and interpret the disclosure of Donian cited above as implicitly showing all of the elements and limitations of claim 1 because modification and interpretation of the cited disclosure of Donian would have provided *“a revenue generating market for the . . . redistribution of media content, sponsored through paid advertising. . . .”* (see Donian (§[0049])) based on the motivation to modify Donian so as to provide *“a new se of the traditional broadcasting business model . . . by adding value to freely exchanged copies of media, distributed over a digital network.”* (See Donian (§[0061])).

As per dependent claims 2-20, Donian shows the method of claim 1 and subsequent base claims depending from claim 1.

Art Unit: 3622

Donian (§§[0010]; [0043]; [0052]; [0155]; [0143]; [0147]; [0148]; [0269]; the ABSTRACT; FIG. 1; FIG. 6A; FIG. 7A; FIG. 7B; and FIG. 11C; and the whole document) implicitly shows all of the elements of claims 2-20.

Donian lacks explicit recitation of some of the elements and limitations of claims 2-20, even though the disclosure of Donian cited above implicitly shows same.

"Official Notice" is taken that both the concepts and the advantages of all of the elements and limitations of claims 2-20 were well known and expected in the art by one of ordinary skill at the time of the invention, because it would have been obvious at the time the invention was made to a person having ordinary skill in the art that the disclosure of Donian (§§[0010]; [0043]; [0052]; [0155]; [0143]; [0147]; [0148]; [0269]; the ABSTRACT; FIG. 1; FIG. 6A; FIG. 7A; FIG. 7B; and FIG. 11C; and the whole document) implicitly shows all of the elements and limitations of claims 2-20; and it would have been obvious to modify and interpret the disclosure of Donian cited above as showing all of the elements and limitations of claims 2-20 because modification and interpretation of the cited disclosure of Donian would have provided "*a revenue generating market for the . . . redistribution of media content, sponsored through paid advertising. . . .*" (see Donian (§[0049])) based on the motivation to modify Donian so as to provide "*a new se of the traditional broadcasting business model . . . by adding value to freely exchanged copies of media, distributed over a digital network.*" (See Donian (§[0061])).

Art Unit: 3622

### RESPONSE TO ARGUMENTS

5. Applicant's arguments (paper filed 7/19/2004) have been considered but are not persuasive for the following reasons:

Applicant's arguments are moot based on new grounds of argument/rejection presented in this Office action, necessitated by Applicant's amendment.

### CONCLUSION

6. Any response to this action should be mailed to:

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Any response to this action may be sent via facsimile to either:

(703)305-7687 (for formal communications EXPEDITED PROCEDURE) or

(703) 305-7687 (for formal communications marked AFTER-FINAL) or

(703) 746-7240 (for informal communications marked PROPOSED or DRAFT).

Hand delivered responses may be brought to:

Seventh Floor Receptionist  
Crystal Park V  
2451 Crystal Drive  
Arlington, Virginia.

Any inquiry concerning this communication or earlier communications from the

Serial Number: 10/648,599

(Mehta et al.)

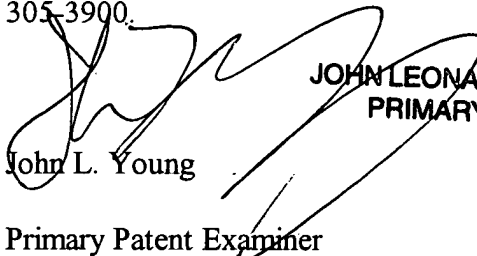
7

Art Unit: 3622

examiner should be directed to John L. Young who may be reached via telephone at (703) 305-3801. The examiner can normally be reached Monday through Friday between 8:30 A.M. and 5:00 P.M.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber, may be reached at (703) 305-8469.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (703) 305-3900.

 **JOHN LEONARD YOUNG, ESQ.**  
**PRIMARY EXAMINER**  
John L. Young  
Primary Patent Examiner

August 23, 2004